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# Leading at the Speed of Change

Friday, June 25 – Saturday, June 26, 2010

Bloomington, Indiana

Participants will examine their organization's business model in relation to its "life stage" and plot a roadmap for the future based on adaptability in the face of a world of continuous change. Specific areas covered in the roadmap development include financial management, leadership and change management and community engagement and relevance.

## FRIDAY, JUNE 25, 2010

12:00 p.m. - 1:00 p.m. - Lunch (included with registration)

12:30 – 1:30 p.m.      Welcome and introductions

1:30 p.m. - 2:30 p.m.      What is your Archetype?

2:30 p.m. – 3:00 p.m.      Life Stage exercise

3:00 p.m.—3:15 p.m.      Brief Break

3:15 p.m. - 5:00 p.m.      Convergence

5:00 p.m. - 6:00 p.m.      Closing remarks followed by informal conversations

## SATURDAY, JUNE 26, 2010

*Breakfast at hotel; included with hotel reservation.*

9:00 a.m. - 12:00 p.m. - 3 Concurrent Breakout Sessions

Brief break at 10:30 a.m.

- Community Engagement and Relevancy
- Adaptive Financial Leadership
- Strategy and Structure, Emergent Learning

12:00 p.m. - 1:00 p.m. - Lunch (included with registration)

1:00 p.m. - 4:00 p.m. - 3 Concurrent Breakout Sessions

Brief break at 2:30 p.m.

- Community Engagement and Relevancy
- Adaptive Financial Leadership
- Strategy and Structure, Emergent Learning

4:00 p.m. - 5:00 p.m.      Closing Plenary

## SESSION OVERVIEWS

### **1. Adaptive Financial Leadership. How must our financial approaches and business model strategically shift when leading at the speed of change?**

- How have you worked in the past? How do you currently work? What new approaches must be employed based on the new reality?
- Every nonprofit has a financial structure that reflects the connection between resources and programs. How has the model developed, and what needs to change in the future?
- Financial management is important for staff and board to fulfill their responsibilities. The pace and nature of change requires nonprofits to use effective financial systems as a platform for strategic leadership. How well do your current systems work, and what changes will support change?

Presenter: Kate Barr, Executive Director, Nonprofit Assistance Fund

### **2. Community Engagement and Relevancy. How do we work effectively within our communities and across sectors to provide leadership at the speed of change?**

- What shifts need to take place in our thinking?
- How can we have a greater impact, and be more relevant, in the communities we serve?
- How do we use outside-in thinking to develop new and deeper relationships with constituencies?
- How can we use branding and positioning to articulate our public value?
- How do we become models of “adaptive capacity” in our communities?

Presenter: Anne Hunter, Marketing Source USA

### **3. Strategy at the Speed of Change. How do we adapt our strategic planning processes to respond flexibly in an environment of rapid change?**

This session will explore

- Project/program assessment– does this initiative “fit” against mission in this economy?
- How can we shape programs to be responsive to constituencies and resource requirements, especially in a changing environment?
- How do we define critical ingredients to success?
- How can we establish meaningful benchmarks to track successes and monitor the need for readjusting priorities or mid-course correction?
- How can we become models of “adaptive capacity” in our communities?

Presenter: Sharon Rodning Bash, Program Director, Arts Midwest

## PRESENTERS

Kate Barr, Executive Director, Nonprofits Assistance Fund

[www.nonprofitassistancefund.org](http://www.nonprofitassistancefund.org)

As the Executive Director of the Nonprofits Assistance Fund, Kate directs all aspects of the organization's strategic plans, development, loan capital, outreach, and program activities for the loan funds. Under her leadership, the Nonprofits Assistance Fund has grown as a premier financial management resource in Minnesota by providing training, strategic financial counsel, and loans to the nonprofit community. Prior to joining the Nonprofits Assistance Fund, Kate served as Senior Vice President of Riverside Bank where she was responsible for strategic planning, marketing, and community development lending. With her unique insight and experience, she is a popular speaker, trainer, and writer on nonprofit management and financial issues. Kate holds a Master's degree from Hamline University and is currently a member of their adjunct faculty. She serves on the boards of directors of the Neighborhood Development Center, Partners for the Common Good, and Western Bank.

Anne Hunter, President, Marketing Source USA

[www.marketingsourceusa.com](http://www.marketingsourceusa.com)

Anne Hunter brings to clients more than 25 years of strategic planning, marketing and media relations experience. Prior to launching Marketing Source USA in 1994, Hunter held marketing management posts at The Saint Paul Chamber Orchestra, Minnesota Orchestra, Valley Fair Amusement Park, and chambers of commerce in two states. Her vita also includes work as a newspaper reporter and columnist, ad designer, and PR assistant for a major Philadelphia insurance company. Her work focuses on strategic marketing, implementation and branding.

An accomplished writer and strategist, Hunter holds an MBA in marketing from the University of St. Thomas and a BA from Albion College in Michigan, where she currently serves on the Board of Trustees. She has taught marketing and nonprofit management at Gustavus Adolphus College, Metropolitan State University and the University of St. Thomas. She recently ghost wrote a book on workplace intervention for Hazelden Foundation.

Sharon Rodning Bash, Program Director, ArtsLab, Arts Midwest

[www.artslabonline.org](http://www.artslabonline.org)

Sharon Rodning Bash is the program director for ArtsLab, a three year capacity-building program dedicated to nurturing a thriving regional arts ecosystem by developing the core leadership skills and management capabilities of smaller, visionary arts organizations. Prior to her appointment with ArtsLab, Sharon was the program director for organizational development and training at the Metropolitan Regional Arts Council. In that capacity she developed and frequently led numerous workshops on a range of capacity-building topics, as well as manage organizational development granting programs. In addition to her work with ArtsLab, Sharon teaches in the St. Mary's graduate program in Arts Administration, in the areas of nonprofit management and program planning and evaluation.